



Posting Date: 05-14-2021

## NOTICE OF MEETING

### COMMUNICATIONS & WATER EFFICIENCY COMMITTEE/BOARD OF DIRECTORS (COMMUNICATIONS & WATER EFFICIENCY)

**MEETING DATE:** 05-19-2021

**TIME:** 9:30 a.m.

**LOCATION:** This meeting will be held virtually, pursuant to the Governor's Executive Order N-29-20.

To participate online, go to <https://zoom.us/j/99380921513>. You can also participate by phone by calling 1-669-900-6833 and entering the webinar ID#: 993 8092 1513.

**PARTICIPATION DURING MEETINGS:** During the public comment periods, the public may comment by clicking the "raise hand" button on the bottom of the Zoom screen; if you are joining by phone and would like to comment, press \*9 and we will call on you as appropriate.

**EMAILED PUBLIC COMMENTS:** You may submit your comments in advance of the meeting by emailing them to [BoardComment@MarinWater.org](mailto:BoardComment@MarinWater.org). All emailed comments received by 7:30 a.m. on the day of the meeting will be provided to the Board of Directors prior to the meeting. Those emailed comments on approval items received by 7:30 a.m. will also be summarized by the board secretary at the board meeting. All emails will be posted on our website. (Please do not include personal information in your comment that you do not want published on our website such as phone numbers and home addresses.)

AGENDA ITEMS	RECOMMENDATIONS
Call to Order and Roll Call	
Adopt Agenda	<i>Approve</i>
<b>Public Comment</b> Members of the public may comment on any items not listed on the agenda during this time. Comments will be limited to three minutes per speaker, and time limits may be reduced by the Committee Chair to accommodate the number of speakers and ensure that the meeting is conducted in an efficient manner.	

**MARIN WATER BOARD OF DIRECTORS:** LARRY BRAGMAN, JACK GIBSON, CYNTHIA KOEHLER, LARRY RUSSELL, AND MONTY SCHMITT

AGENDA ITEMS	RECOMMENDATIONS
<b>Calendar</b>	
1. Minutes of the Communications Committee/Board of Directors (Communications) Meeting of February 17, 2021	<i>Approve</i>
2. Water Efficiency Program Update	<i>Information</i>
3. Communications Update	<i>Information</i>
<b>Adjournment</b>	

#### ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

In accordance with the Americans with Disabilities Act (ADA) and California Law, it is Marin Water's policy to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, an agenda, and/or agenda packet in an appropriate alternative format, or if you require other accommodations, please contact Board Secretary Terrie Gillen at 415.945.1448, at least two days in advance of the meeting. Advance notification will enable the Marin Water to make reasonable arrangements to ensure accessibility.

INFORMATION PACKETS ARE AVAILABLE FOR REVIEW AT THE CIVIC CENTER LIBRARY, CORTE MADERA LIBRARY, FAIRFAX LIBRARY, MILL VALLEY LIBRARY, MARIN WATER OFFICE, AND ON THE MARIN WATER WEBSITE (MARINWATER.ORG)

#### FUTURE BOARD MEETINGS:

- ❖ Friday, May 21, 2021  
Operations Committee/Board of Directors (Operations) Meeting  
9:30 a.m.
- ❖ Thursday, May 27, 2021  
Finance & Administration Committee/Board of Directors (Finance & Administration) Meeting  
9:30 a.m.
- ❖ Tuesday, June 1, 2021  
Board of Directors' Regular Bi-Monthly Meeting  
7:30 p.m.

Board Secretary



**Item Number:** 01  
**Meeting Date:** 05-19-2021  
**Meeting:** Communications &  
Water Efficiency Committee/  
Board of Directors  
(Communications & Water  
Efficiency)

## Approval Item

### TITLE

Minutes of the Communications & Water Efficiency Committee/Board of Directors  
(Communications & Water Efficiency) Meeting of February 17, 2021

### RECOMMENDATION

Approve the adoption of the minutes.

### SUMMARY

On February 17, 2021, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) held its monthly meeting. The minutes of that meeting are attached hereto.

### DISCUSSION

None

### FISCAL IMPACT

None

### ATTACHMENT(S)

1. Minutes of the February 17, 2021, Meeting of the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency)

DEPARTMENT OR DIVISION	DIVISION MANAGER	APPROVED
Communications & Public Affairs Department	 Terrie Gillen Board Secretary	 Ben Horenstein General Manager

**MARIN MUNICIPAL WATER DISTRICT  
COMMUNICATIONS & WATER EFFICIENCY COMMITTEE /BOARD OF DIRECTORS  
(COMMUNICATIONS & WATER EFFICIENCY) MEETING**

**MINUTES**

**Wednesday, February 17, 2021**

**Via teleconference**

(In accordance with Governor Gavin Newsom's Executive Order N-29-20)

**DIRECTORS PRESENT:** Larry Bragman, John C. Gibson, Larry L. Russell, Monty Schmitt, and Cynthia Koehler

**DIRECTORS ABSENT:** None

**CALL TO ORDER:** Chair Koehler called the meeting to order at 9:30 a.m.

**ADOPT AGENDA:**

On motion made by Director Gibson and seconded by Director Bragman, the board approved the adoption of the agenda with the amendment to move Item 3 after Item 1, by the following roll call vote:

Ayes: Directors Bragman, Gibson, Russell, Schmitt, and Koehler

Noes: None

**PUBLIC COMMENT:**

There were no public comments.

**CALENDAR ITEMS:**

**ITEM 1. MINUTES OF THE COMMUNICATIONS COMMITTEE/BOARD OF DIRECTORS  
(COMMUNICATIONS) MEETING OF NOVEMBER 18, 2020**

On motion made by Director Gibson and seconded by Director Russell, the board approved the minutes by the following roll call vote:

Ayes: Directors Gibson, Russell, and Koehler

Noes: None

Abstain: Directors Bragman and Schmitt

As stated above, Item 3 was heard before Item 2.

### **ITEM 3. HISTORIC AND POTENTIAL WATER EFFICIENCY PROGRAMS**

Water Conservation Manager Carrie Pollard introduced this item. Discussion followed.

There was one public comment.

This was an information only item, so the board took no formal action.

### **ITEM 2. COMMUNICATIONS UPDATE**

Communications & Public Affairs Director Jeanne Mariani-Belding presented this item. Discussion ensued.

There were no public comments.

This, too, was an information only item, so the board took no formal action.

### **ADJOURNMENT**

There being no further business, the Communications & Water Efficiency Committee/Board of Directors (Communications & Water Efficiency) meeting adjourned at 10:36 a.m.

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Board Secretary



**Item Number:** 02  
**Meeting Date:** 05-19-2021  
**Meeting:** Communications &  
Water Efficiency Committee/  
Board of Directors  
(Communications & Water  
Efficiency)

## Informational Item

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**TO:** Communications & Water Efficiency Committee/Board of Directors

**FROM:** Crystal Yezman, Director of System Maintenance and Natural Resources

**THROUGH:** Ben Horenstein, General Manager

**DIVISION NAME:** Facilities & Watershed

**ITEM:** Water Efficiency Program Update

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### SUMMARY

Due to continued dry conditions and historically low reservoir storage levels, the Board declared a water shortage emergency and adopted mandatory water use restrictions at the April 20<sup>th</sup> Board meeting, with further measures adopted at the May 4<sup>th</sup> Board meeting. Staff will provide a presentation to update the Board on the status of new water efficiency programs, participation and programs under development at this meeting.

### DISCUSSION

At the May 4<sup>th</sup> Board meeting, the Board approved enhancing Drought Response programs for customers by increasing existing conservation incentives or approving new incentive programs, including:

- Increased Turf Conversion Incentive from \$1/sq-ft to \$3/sq-ft
- New Sheet Mulch Delivery Program
- New Flume Flowmeter Incentive
- New Pool Cover Incentive
- New Hot Water On-Demand Rebate

In February 2020, the Board adopted a suite of water efficiency programs to support our customers in reducing demands including:

- Rain Barrels & Cisterns Rebates
- Smart Irrigation Controllers Rebate and Point of Purchase Discount
- High Efficiency Clothes Washers Rebate
- Laundry to Landscape Graywater Program

- Low Flow Hardware Distribution
- Restaurant Hardware Rebate

Staff will present participation and program status for all the offerings listed above.

**FISCAL IMPACT**

There is no fiscal impact.

**ATTACHMENT(S)**

None.



**Item Number:** 03  
**Meeting Date:** 05-19-2021  
**Meeting:** Communications &  
Water Efficiency Committee/  
Board of Directors  
(Communications & Water  
Efficiency)

## Informational Item

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**TO:** Communications & Water Efficiency Committee/Board of Directors

**FROM:** Jeanne Mariani-Belding, Communications & Public Affairs Manager *jmb*

**THROUGH:** Ben Horenstein, General Manager *BH*

**DIVISION NAME:** Communications & Public Affairs

**ITEM:** Communications Update

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### SUMMARY

Communications around drought conditions and conservation remain the top priority. Staff has been focused on implementing, refining, and expanding an extensive drought outreach campaign. Since mid-February, when the board first declared a drought, each board action has triggered a new phase of outreach on multiple platforms. Customers have received information directly through bill inserts and a new Marin Water E-News electronic newsletter delivered directly to inboxes. A direct mailer was also sent to residents in our service area. In addition, about 40 stakeholder presentations to city and town councils, chambers of commerce, rotaries, homeowners groups, and community organizations were provided or are scheduled. Banners and signage at city buildings are also part of that outreach effort, as well as information placed in newsletters and on websites of cities and towns and community groups. Staff has expanded the district's social media program and launched a social media ad campaign with a reach of more than 150,000 to date. The drought landing page on the website, our main portal for the public on drought and conservation, has been expanded. To reach a broad and diverse audience, the district also launched a conservation awareness advertising campaign covering our service area that will continue through the summer, in both English and Spanish.

In addition to drought communications and outreach, staff is also working on outreach for the 10-Year Financial Plan workshop series, Local Hazard Mitigation Plan, Urban Water Management Plan, COVID-19 Relief Program, and Volunteer/Citizen Science programs. Staff is also producing the district's Annual Report, and Annual Water Quality Report.



## **DISCUSSION**

### **Direct to Customers**

Two bill inserts were provided to customers, including those who receive online billing: The initial mailer sent in February after the drought declaration included conservation tips and resources; the second was sent after the declaration a water shortage emergency and the adoption of mandatory restrictions. Following the adoption of irrigation restrictions in May, a mailer was developed and sent to all residents, including renters and others who may not receive bills, explaining the mandatory restrictions and with information on conservation programs and rebates. Customers also received additional information through Marin Water E-News, the district's new email e-newsletter.

### **Stakeholder Outreach**

About 40 stakeholder presentations have been completed or booked, and we continue to be invited back and add new groups to our list. As part of that outreach effort, we have also placed articles and information into stakeholder group newsletters and on their websites. Banners are going up in downtown areas, and signage is up at several public buildings, including city and town halls. As activities start to resume, we will include direct outreach at recreational and outdoor events.

### **Digital Programs**

The district's social media platforms continue to grow and our reach for the targeted drought campaign on Facebook and Instagram is now more than 150,000. Since the drought declaration, we have had more than 250 posts on our social media platforms (Facebook, Twitter, Instagram and Nextdoor). Collectively, the reach for that period totals more than 320,000. The district's drought and conservation pages continue to have high traffic, with the landing page consistently in the top three in our page ranks. From February through mid-May, our website has had more than 245,000 page views.

### **Advertising**

The district launched a conservation awareness advertising campaign in English and Spanish in mid-April, sequenced for maximum reach through July. The campaign started with social media, and expanded to digital display advertising that targets residents and businesses in Marin County appearing on a variety of websites. It includes print and digital ads in local media outlets, and transit shelter and bus ads are in the mix. In the months ahead, radio ads in Spanish and English, additional media advertising, and outdoor kiosks are scheduled.

### **Up Next**

- Conservation video PSA
- Drought Drive-Up Event in June in partnership with other North Bay water agencies
- "Drive-it-Dirty" Community Challenge

- “Super Savers” outreach that finds, recognizes and shares the stories of some of our top water-saving customers
- Water Watch Team grassroots community effort to reduce water waste
- Conservation webinar
- Signage on all Marin Water vehicles

**FISCAL IMPACT**

None

**ATTACHMENT(S)**

None